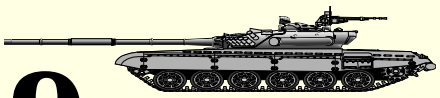
CONNECTIONS 08

Thoughts and Ideas about CONNECTIONS 09



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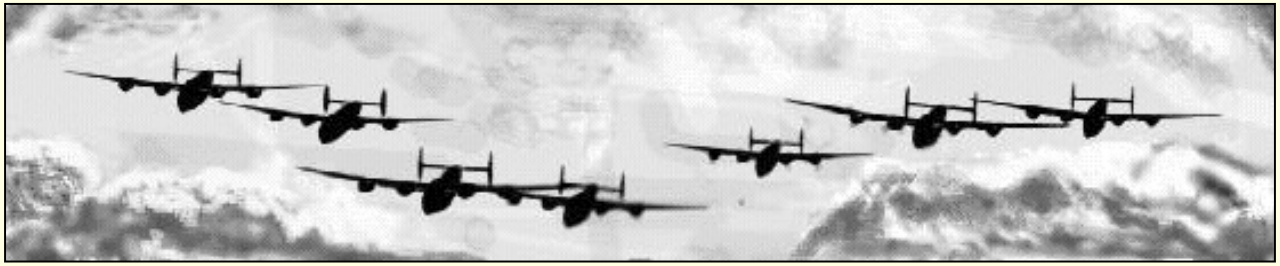
General Dynamics
CDR Shaun D. Hollenbaugh
NAVWARCOL
Orlando, Florida, 14 March 2008

Introduction



- We have come a long way (some 15+ years of Con
- We have changed venues (locations, modes, & op
- We have expanded, contracted, and matured
- There is a need and desire to re-look at ourselves

Workshop Purpose: Flush out the thoughts

Team Member: John Macke

Agenda

- Introduction
- Overview of topics
- Review of ideas
- Capture the thoughts
- Report to the group

Topics for Discussion (1 of 3)

Initial listing to start from:

- Duration of event
- Timing of event
- Co-sponsoring
- Size of event
- Composition of audience
- Organization of event
- Operations of event
- Organization of team
- Funding
- Location
- Purpose of “Super Group”
- Purpose of event
- Rotation location
- Facility requirements
- Security issues
- Products of Connections

Next Group

Topics for Discussion (2 of 3)

More to start from

- Advertising (ouch)
- Electronic storage
- The need for scribes
- Shifting depth of presentations
- Shifting desires of presentations
- Membership
- Membership connectivity
- Game playing
- Game demonstration
- Game training
- Media
- Event victory conditions
- Sources of attendees
- World environment now
- World environment future
- M&S aspects

Next Group

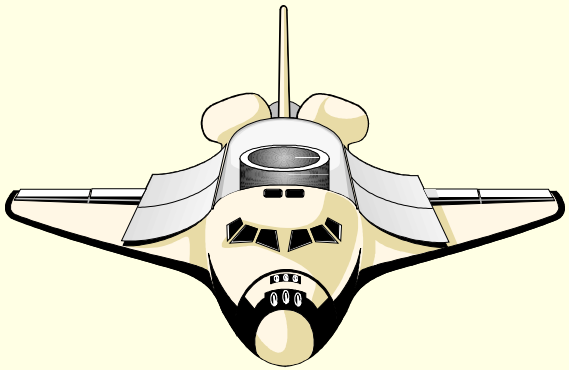
Topics for Discussion (3 of 3)

Initial Listing to start from

- Quartering
- Transportation
- History of Connections
- Connections data
- Source of attendance
- Who to invite
- Organizations to invite
- Imbedded in an organization
- Constructing an organization
- Part of a professional society
- Where are the students
- Where are the teachers
- Where are the pointers
- Part of a professional society
- Next meeting

Duration of Event

One Sortie — **2 -- 4 Hours**



One Sortie — **2 -- 4 Weeks**

Need a minimum of 2.5 day

Timing of Event

Mid-March **Why?**

With another Event **Piggy Back—Go with the fl**

Your Thoughts

Ideas?

Will it work in the Real and conflicting World ?

Co-Sponsoring an Event

Connections **with** **Prime Sponsor**

We bring

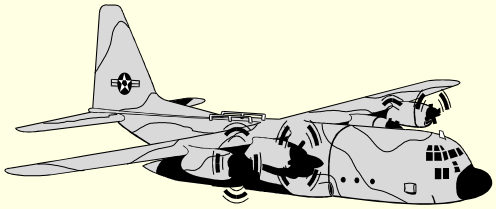
- **Know-how**
- **The motivated**
- **Idealistic and Realistic**
- **Programs**
- **Related topics**

They have

- **Facilities**
- **Access**
- **Transportation**
- **Cost absorbers**
- **On-site staff**

One or more sponsors?

Size of Event



How big ?

Ideas?

- **Turf/days**
- **Head count: 40, 60, 100, 120**
- **Type of heads? (spectrum)**

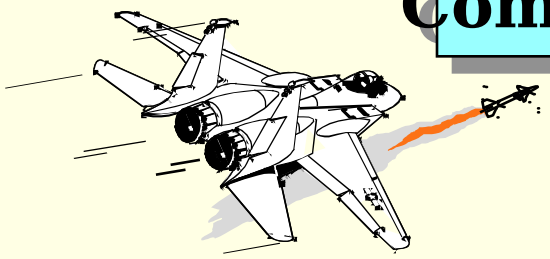
Composition of Connections Audience

- Core game players
- Game designers
- Analytical types
- Educators/trainers
- Historians
- Scientists and engineers
- Planner-operators

Ideas?

What should be the audience?

Organization of Event



Composition

- **Panels**
- **Key speakers**
- **Subject speakers**
- **Demos**
- **Workshop**
- **Tutorials**
- **Practical Exercises**
- **Game play**

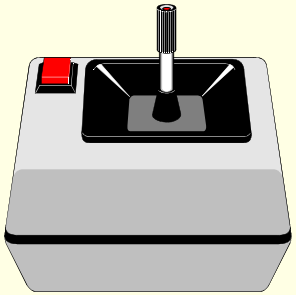
Timing

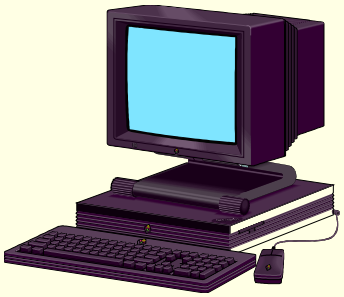
- **Use of the days**
- **Use of the nights**
- **Use of the lunch**
- **Proportions of time**

Ideas?

Organization (for Conferences)

- **Administrative & control staff**
  - From food to trans
  - From sales to security
  - Advertising
- **On-site support staff**
  - Larger numbers
  - More and different tasks (AV)
- Tutorial leads
- Speaker leads
- Other leads



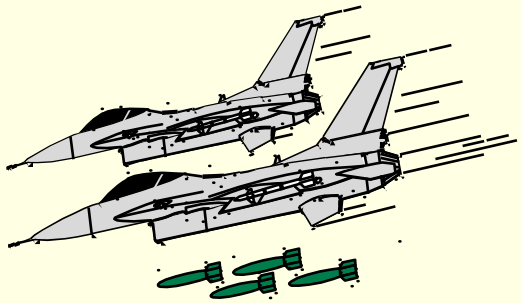


Ideas?

Funding (sources)

Who can help

- Labs
- Schools
- Analytical houses
- Operation houses
- Govt other
- Contractors



Ideas?

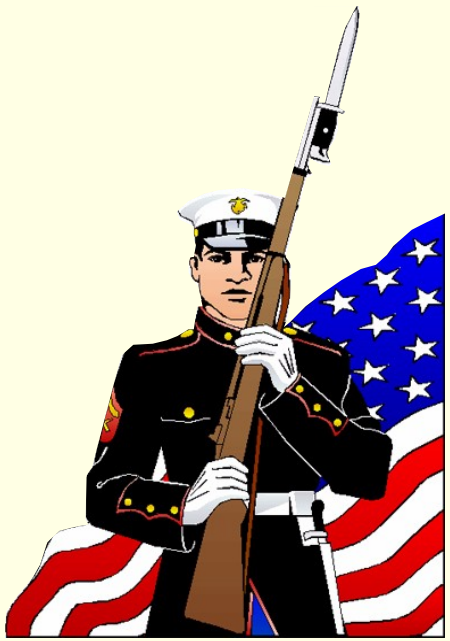
Locations

Prime & Available

- Military school houses
  - E.g., AWC, NWC, USMA
  - NDU, NPS
- Near military
- Montgomery, AL
- Dayton, Ohio
- Non-military schools
  - E.g., GMU, UCF,
- Contractor/FFRDC houses
  - E.g., CNA, GD, SAIC, JHU
- Military Installations
  - E.g., APG, Navy Yard
- Resorts
- Co-located (other Confs
  - Origins
  - DSMC
  - MORS

Ideas?

Purpose of “Super Group”



Performs all Planning and Staff functions

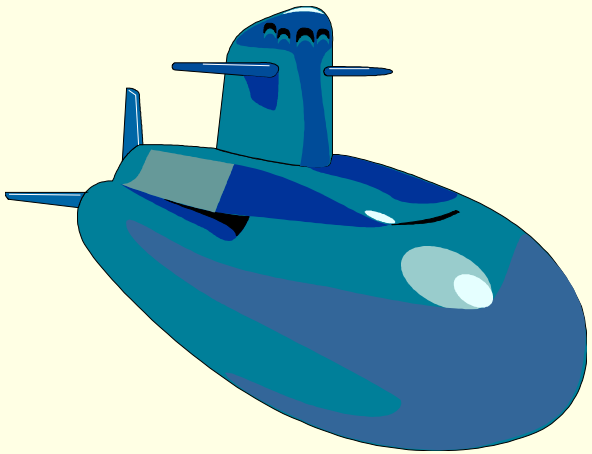
- **Game plan development**
- **Resource development**
- **Execution and oversight**

First Board of Directors

- **Information**
- **Recommendations**

First Members

Ideas?



Purpose of the Event

Things to be known

- **Define the charter**
  - **Make it available**
  - **Make it known**
- **Determine the interested parties**
  - **Search**
  - **Inform**
- **Advertise**

Ideas?

Rotation of Location?

- Permanent fixed location
- Rotation group
- Go with the sponsor
- Bidding by school
- Bidding by agency
- Overseas

Ideas?

Logistics of Location

Facility Requirements

- For presenting
- For support needs
- For wargaming
- For evening events
- Health & welfare
-

Ideas?

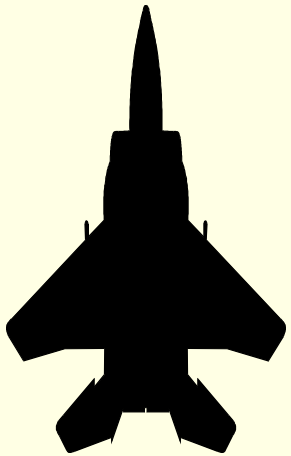
Present and Available

Security Issues

- **Get on Base, Post, or Installation**
- **International participants**
- **Parking**
- **Computers**
- **Check-in delays**

Ideas?

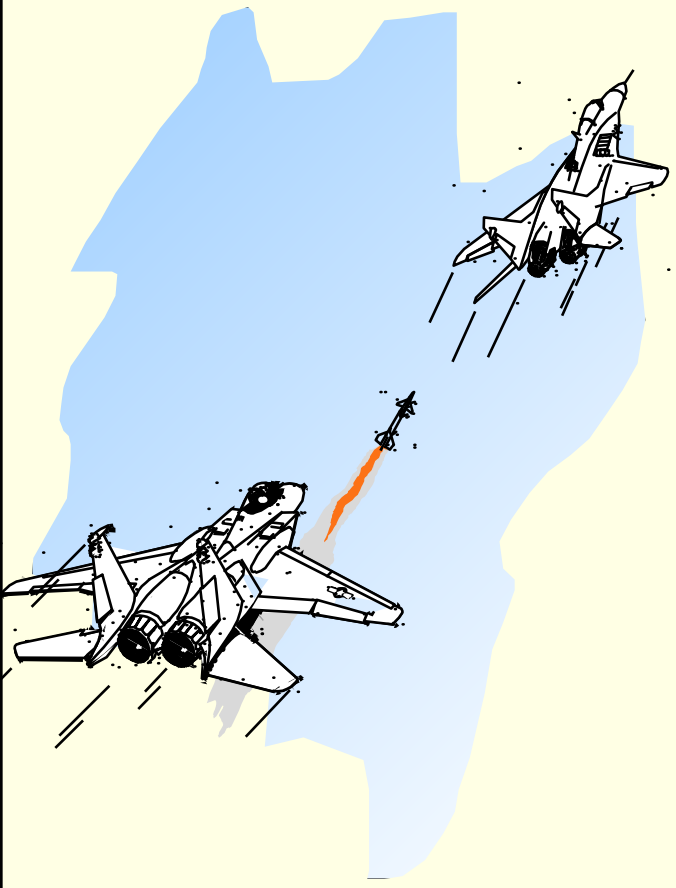
Products of Connections



- **The Connections**
- **The Learning**
- **New Audience**
- **The CD ?**
- **Products Other ?**
- **Group membership ?**

Ideas?

Advertising



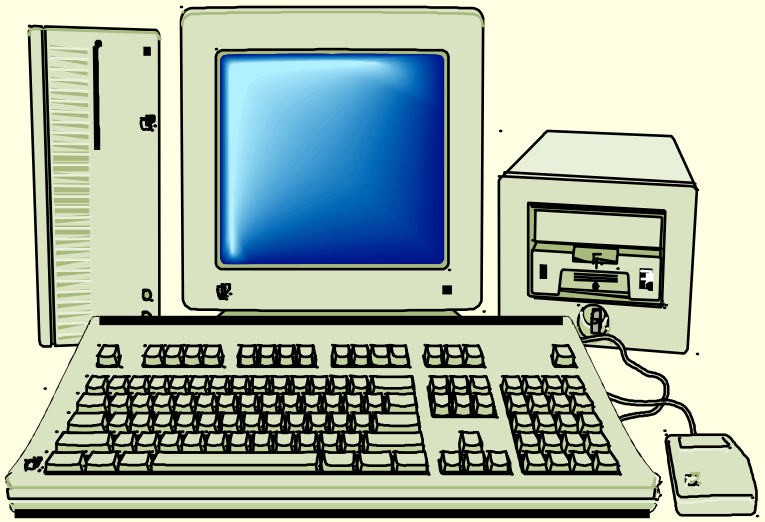
- Word of mouth
- Piggy back
- Website

Ideas?

Electronic Storage

Where is it?

- **What are we keeping**
- **Location**
- **CD**
- **Office history file**
- **What's stored**
- **Where is Matt**

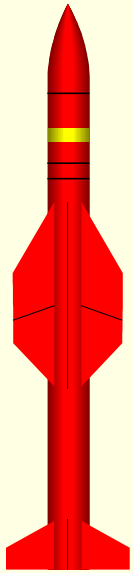


The Need for Scribes

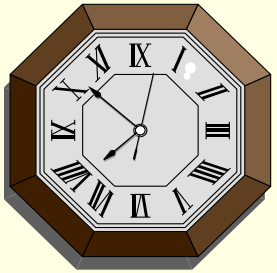
- **What is written now?**
- **What happened**
- **Audience gets what?**
- **Creating products**
- **Other ?**

Ideas?

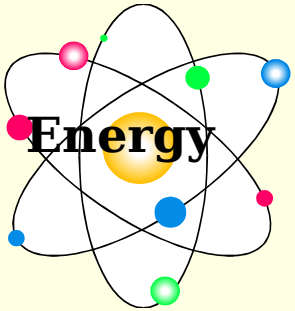
Shifting Depth of Presentations



- Plenary
- Overviews
- Updates
- General
- Specific
- Technical



Ideas?



DoD Plans and Policies vs. Killing Orcs

Shifting Desires of Presentations

What do you want?

- **Update on states of affairs**
- **Latest technology developments**
- **Circumstance of military programs**
- **Sources of funding for contractors**
- **A special topic being taught**
- **Topic being explained**
- **A new product description**

Ideas?

Membership

Joining the Group

- Who do we want in the group
- What is the requirement to join
- Joining process
- What do you get for joining

What should is cost?

Membership Connectivity

How are we connected now?

- **E-mail**
- **Annually**
- **Multi-year reunion**
- **At the game**
- **What do you want?**

Ideas?

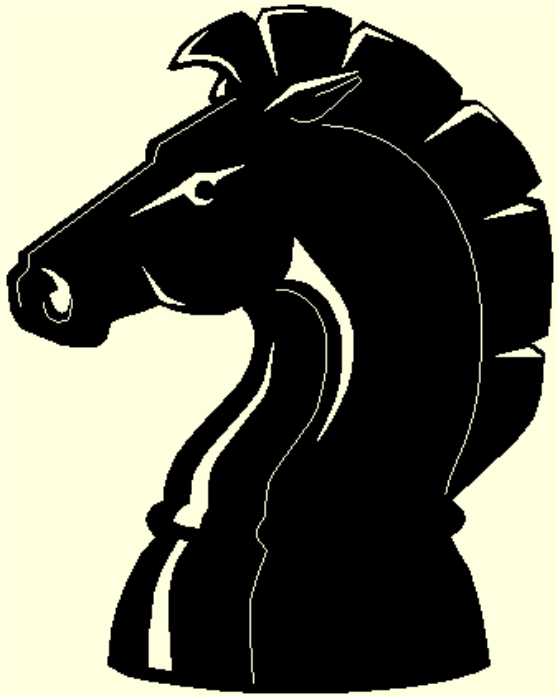
Game Planning/Demo/Training

- Is playing a game expected
- At least watching it being p
- Learning about playing
- Plan to play games
- Continue to demo games
- Can’t play unless trained
- Pre-training?

Ideas?

Use of Media

- **Not much use**
  - **E-mail**
  - **Directed to website**
  - **Voice on phone**
- **No flyers**
  - **In offices**
  - **At other events**
- **No PR**
  - **To game centers**
  - **To gamer meetings**



Ideas?

Event Victory Conditions

We did good?

- **Good variety attending**
- **Good number attending**
- **Smiling faces**
- **We know who attended**
- **Sponsor asked us back**
- **Membership grows**
- **More folks/agencies know about us**

Ideas?

Sources of Attentees

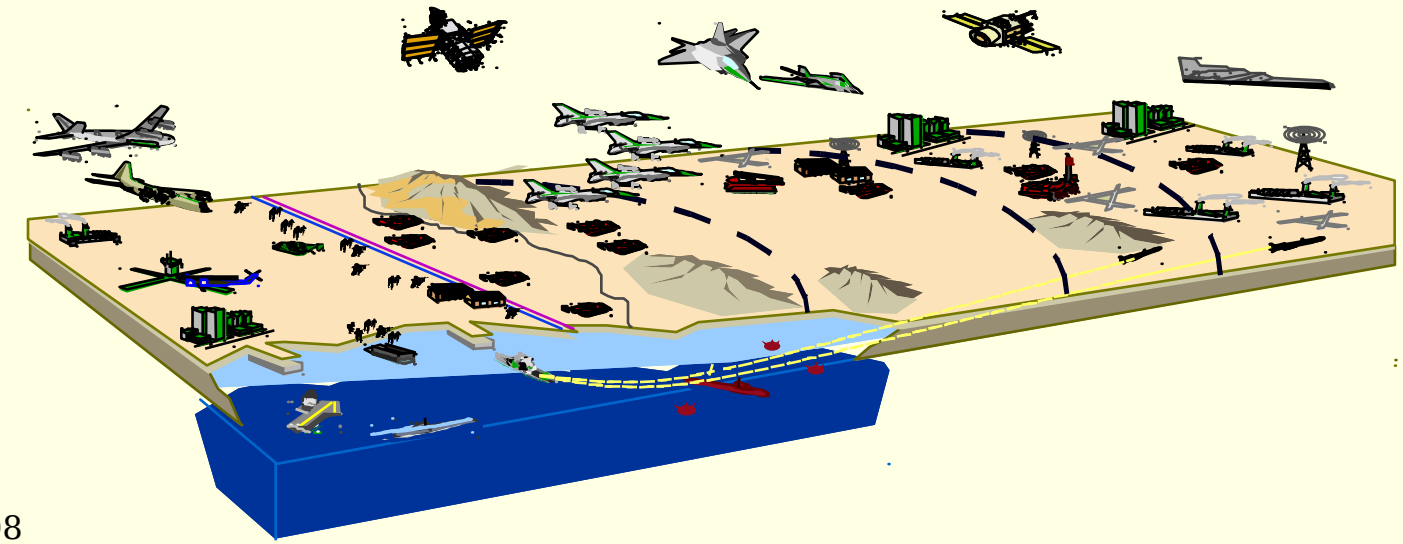
- **Military Academic Schools**
- **Military Service Schools**
- **Business Schools**
- **DoD wide Laboratories & RDT&E**
- **Analytical Agencies**
- **Software Development Houses**
- **Doctrine Centers**
- **Warfighter Training Centers**

Ideas?

Environment

- High on wargaming (QDR)
- Technique for examining IW
- Less funding for travel
- Plethora of games?
- People are busy

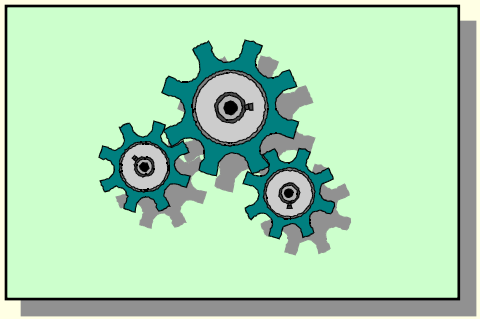
Ideas?



M&S Aspects

O Lord, please save me from the computer guys

What do code busters do?
We have to tell their story?
We have let them “have sales”

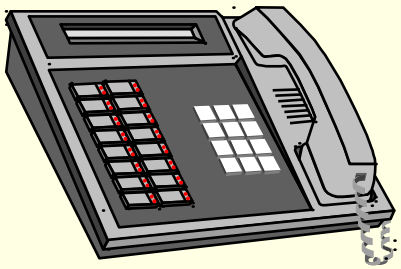


Conclusions

Connections 09

- Lots to be gained by piggy-backing on DMSC
- Takes lots of early planning to put program together
- Need to pre-connect to the potential audience members
- Involve the membership as a staff
- More education about gaming and gaming events
- More gamers doing “game things”

POC Information



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